

HOTEL ACCOMMODATIONS

The seminar will be presented at the City Squire Inn, New York, New York. The City Squire Inn is holding a block of rooms for seminar participants at \$19 for single and \$24 for twin rooms until two weeks before the seminar. Hotel rooms are not included in the tuition but reservation cards are provided by IAT upon registration. Parking facilities are available at the hotel.

REGISTRATION

Tuition, including course materials and lunches, is \$195 for the first student and \$175 for others from the same organization. The seminar is designed for a group of some 30 students. Checks for tuition should be made payable to C-E-I-R, Inc., Institute for Advanced Technology. Classes will begin at 9:00 a.m. and end at 5:00 p.m.

OTHER COURSES: The Institute for Advanced Technology program covers many subjects in the field of data processing and the management sciences. Among the seminars currently scheduled are:

- ☐ Survey of Data Communications
- ☐ Advanced Methods for Inventory Control and Management
- ☐ Time-Sharing Today
- ☐ Advanced Project Planning and Control Systems

For an outline of these or other courses in the IAT program, write:

REGISTRAR

C-E-I-R^{INC}

Institute for Advanced Technology
5272 River Road
Washington, D.C. 20016
Phone: Area Code 301/652-2268



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INSTRUCTOR:

William Moriarty is associate director of the Business Systems Section of the Advanced Technology Division of C-E-I-R, Inc. where he is responsible for the design and development of business systems projects. A major portion of his duties include

consulting and client studies in the use and effectiveness of information systems. Mr. Moriarty has also held technical, executive positions with Electronics, Inc., Sylvania and Avco Corporation after beginning his career as a programmer analyst with Western Electric Co., Inc.



INTRODUCTION TO BUSINESS SYSTEMS ANALYSIS

- Business Systems—definition
- Systems Analysis
- Reasons for Systems Analysis
- Objectives of Systems Analysis
- Staffing Requirements
- Problems of Systems Analysis
- Position in the Organization
- Factors to be Considered

SCOPE OF SYSTEMS ANALYSIS

- How Much Analysis
- Inquiry
- Analysis in Depth
- Duration of Analysis
- Frequency of Analysis
- Who Determines the Scope
- Limits to Analysis
- Orientation of Analysis

TOOLS AND TECHNIQUES OF SYSTEMS ANALYSIS

- Experience
- Consultants
- Organization Survey
- Procedures Survey
- Source Document Analysis
- Reports Analysis
- Work Measurement
- Paperwork Simplification Programs
- Space Surveys
- Personal Interviews
- Flow Charts

CONCEPTS OF SYSTEMS ANALYSIS

- Problems and Difficulties
- Operating Environment
- Data and Intelligence
- Required Degree of Accuracy

- Sources of Data and Information
- Reports and Reporting Frequency
- Exception Reporting
- Cost Measurement
- Timeliness as a Cost Factor
- Accuracy as a Cost Factor
- Lead Times and Delay
- Capacity, Peak Loads and Expansion
- Flexibility
- Communications
- Processing Methods

PHASE I—SYSTEMS REVIEW

- Definition
- Determination of System Adequacy
- Effectiveness of System Results
- System Byproducts
- Effects of Functional Changes
- Additional Considerations
- Documentation of Deficiencies
- Analysis of Deficiencies
- Examination of Alternatives
- Feasibility of Alternatives
- Probable Costs of Alternatives
- Systems Review Conclusions

PHASE II—FEASIBILITY STUDY

- Definition
- Determination of Suitability
- Orientation of Study
- Necessity for Management Support
- Preliminary Investigation and the Systems Review
- Overall Objectives and Problem Definition
- Staffing the Study
- Previous Reviews and Studies
- Approach to the Study
- Study Procedures and Methods

- Feasibility Study Tools
- Conduct of the Study
- Cost Considerations
- Evaluation and Benefits
- Documentation of Conclusions

PHASE III—APPLICATIONS STUDY

- Definition
- Relation to the Feasibility Study
- Dimensions of the Study
- Total Systems Concept
- System Specifications
- Conduct of the Study
- Use of Staff
- Data Gathering and Evaluation
- Basic System Structure
- Forms and Procedures
- Report Forms
- Flow Charts
- Input-Output Requirements
- Volumes, Files, and Cost
- Applications Study Documentation

PHASE IV—SYSTEMS IMPLEMENTATION

- Detailed Systems Design
- Block Diagrams
- Input/Output Formats
- Clerical Functions
- Manuals of Procedure
- Equipment Selection and Evaluation
- Installation Requirements
- Peripheral and other Equipment
- Site Preparation
- Selection and Training of Personnel
- Programming, Debugging and Documentation
- Commencement of Operations
- Systems Review

INSTITUTE FOR ADVANCED TECHNOLOGY

5272 RIVER ROAD ■ WASHINGTON, D. C. 20016 ■ (301) 652-2268 ■ CABLE: CEIR

IS YOUR COMPUTER
PAYING ITS WAY ?

Computers are being installed in business offices across the country at a fantastic rate. By the end of this year almost 40,000 of these machines will be in operation at tasks relating to commerce and industry. Unfortunately, only a very few of these computer installations will be controlled and directed in a way to assure their maximum payout. Indeed, as many management consultants have noted, utilization of most computers falls well below even minimum standards of efficiency.

Why is this? A principal reason is a lack of preparation and orientation on the part of the accounting managers whose responsibility includes conduct of data processing activities. Fortunately, there is no longer any reason for a corporation or its executives to "strike out blindly" in their approach to installing and/or operating a computer. A sizeable body of systems knowledge has been accumulated which will show the corporate manager a true path through the jungle of misuse to EDP efficiency.

The Institute for Advanced Technology is pleased to offer a new course entitled "Business Systems" which is designed specifically for those corporate accounting managers now working on a conversion to computerized operations -- or for those managers whose conversion has not gone smoothly. The establishment of proper computerized accounting systems within the corporation can be a formidable intellectual task. It calls for a man well versed in all phases of corporate accounting procedures and of EDP systems.

As principal instructor for this seminar, the Institute for Advanced Technology has been most fortunate in securing the services of Mr. William R. Moriarty, Associate Director of the Business Systems Section for C-E-I-R, INC. Mr. Moriarty has been intimately involved for many years in all phases of design and implementation of computerized systems.

We feel strongly that this offering of the "Business Systems" course can be of much help to your company in easing and overcoming the difficulties of converting to computerized procedures. May I urge you to fill out and mail in the enclosed card so that your presence at this forthcoming IAT course will be assured. Registrations will be limited and must be accepted on a first-come, first-served basis. If your organization is now contemplating the computer, you owe it to yourself and your company to acquire this essential background. I hope to see you at our seminar.

Sincerely,



F. J. Karch
Director